

Quote

THE WEEKLY DIGEST

Volume 27—Number 4

Week of January 24, 1954

MAY WE *Quote* YOU ON THAT?

[1] SYNGMAN RHEE, pres S Korea, *hailing ret'n of anti-Communist prisoners*: "We glory in your fierce rejection of the fallacies of communism in the face of the terrific pressures applied against you." . . . [2] Pres DWIGHT D EISENHOWER: "While continuing to reject the gov't regimentation of medicine, we shall . . . search out . . . and put into effect new methods of achieving better health for all our people." . . . [3] JOHN FOSTER DULLES, Sec'y of State: "We would inevitably be in or almost inevitably committed to another world war if it were not for the UN." . . . [4] HERMAN TALMADGE, Gov of Ga: "The people of my state are determined to maintain segregation in our schools. To that end I will, if necessary, use every resource, including the militia and the state police." . . . [5] HAROLD L PEARSON, Deputy Under-Sec'y of Army, *revealing a \$30 billion inventory, excluding real estate and mat'l in the hands of combat units*: "We will cancel a half-billion dollars in contracts by June

Quote of the Week

HARLOW H CURTICE, pres Gen'l Motors, *announcing a billion-dollar plant expansion program for '54-'55 (\$2 million every working day this yr)*: "No depression is in my vision. It is my belief that the nat'l economy will be strong and healthy thruout the yr."

— 99 —

30 and live for awhile off the pantry shelf." . . . [6] HENRY CABOT LODGE, chief U S delegate to UN, *explaining difference between himself and Soviet delegate Vishinsky*: "They say to me, 'Now, Lodge, you know the policy. Don't be running to Washington all the time.'" . . . [7] LEONARD MOSKOVITZ, San Francisco real estate man, *rescued from kidnappers after 64 terror-filled hrs*: "It's wonderful. I love the police dep't." . . . [8] Sen STUART SYMINGTON (D-Mo): "First they say there is no recession—and then they promise to get us out of the one we are in."

FOURTEENTH YEAR OF PUBLICATION



Reduced to its essence the Eisenhower farm program purposes to maintain virtual *status quo* thru this yr and next, with a gradual lowering of gov't price supports beginning in '56. (The President, in his message, several times emphasized the "gradual" nature of his corrective proposals.) The underlying philosophy here is that time will tend to correct the current over-production if (as the President contemplates) present huge surpluses continue to be withheld from the usual commercial channels.

This hope has some foundation in fact. We have previously pointed out that if agricultural production is held at present levels, thru an acreage-limitation program, normal population increases will absorb present surpluses in a decade. Actually, even now, the over-all farm situation is

becoming more manageable, despite what you may hear to the contrary. This is due in part to the action of farmers themselves. Meat production is under last yr—fewer cattle, hogs and lambs are on feed. Poultrymen are restricting their flocks. Feed prices are down; profit prospects improved.

Russia wants our surplus butter and some other commodities. There seems a fair chance we may permit sale of foodstuffs to the Communist world, but the Reds will get no mach'y from the U S as of now. The free-world output of cotton is down about three-quarters of a million bales. This will tend to improve our export prospects on an item that is in substantial surplus.

By the yardstick of logic the Eisenhower proposals seem tenable. But in an election yr logic does not always prevail. The farm-belt Congressmen and their constituents may realize that present procedures cannot continue indefinitely, no one relishes the prospect of serious surgery. The inclination to procrastinate is strong. Whether it may wreck the Administration's program remains to be seen.



MAXWELL DROKE, *Editor and Publisher*

W. K. GREEN, *Business Manager*

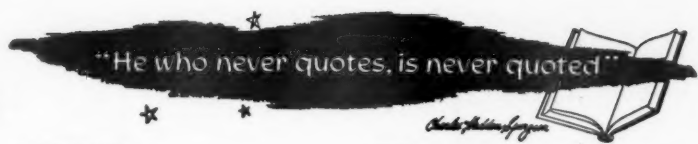
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AMERICANA—1

A country can become a hypochondriac too, just as a person can. A country can fall into the habit of popping a fever thermometer into its mouth to take its economic temperature every hour on the hour, listening anxiously to its every heartbeat, and forever psychoanalyzing itself. Frankly, we've had a bit too much of this lately.—DAVID E LILIENTHAL, former head of Atomic Energy Comm, quoted in *Time*.

ANGER—2

Practical-minded justice of the peace to young couple: "Whenever you're real angry sit down with a three-minute egg-timer; chances are if you hold your tongue till the sand runs thru you won't say anything." — MARCELENE COX, *Ladies' Home Jnl*.

BELIEF—3

It hurts more to have a belief pulled than to have a tooth pulled, and no intellectual novocaine is available.—ELMER DAVIS, news commentator.

CHILDREN—4

Placing a child in the care of an adult who doesn't love children is like handing a choice bouquet to someone who just lays it aside. — MARCELENE COX, *Ladies' Home Jnl*.

CHRISTIANITY—5

We have too many porcupine Christians. They have a lot of good points, but you can't get near them.—Rev R J WILLIAMS, *Christian Advocate*.

CIVILIZATION—6

In a simple civilization each person is like an oak standing alone; in a complex civilization each is like a slender tree protected in a forest.—NEA *Jnl*.

COST-OF-LIVING—7

Prices are so high these days if you spend a dollar, they ring up "No Sale."—*Louisville Courier-Jnl*.

COURAGE—8

Courage is too often thought of in terms of heroism or dramatic action. But if you are observing you may see the highest form of courage in the life of very ordinary persons caught in a web of tragic circumstances.—*Audubon Co (Ia) Jnl*.

“You can follow the crowd,
but there's not much cheer

In always looking
at someone's rear!

—Quoted by JACK TINKER, v-p,
McCa n n-Erickson, addressing
Art Directors' Club of Chicago. 9

COURTESY—10

Among the qualities of mind and heart which conduce to worldly success, there is one, the importance of which is more real, and which is so generally underrated in our day by the young—it is courtesy.—HERBERT H SCHIFFER, N Y Univ, "On Being Agreeable," *Think*, 12-'53.

.....Quote.....



When a reporter persisted in questioning Defense Sec'y Chas E Wilson on one specific point at a press conf, the former pres of Gen'l Motors snapped: "Don't you have an automatic transmission?"

The other Chas E Wilson—the one who headed Gen'l Electric and was Defense Mobilizer in the Truman Administration—called on Ike the other day. As he left reporters asked if he planned to come back into gov't. "Heavens, no," he told 'em. "Don't I look all right?"

" "

Former Sen Henry Fountain Ashurst (D-Ariz) who still lives in Washington, delights capital society with his wit: "It wasn't an apple Eve gave to Adam in the Garden of Eden. It was applesauce—and women have been giving it to men ever since."

" "

Weaver St in Washington will be renamed Arizona Ave, thus climaxing a project that has taken many yrs. Now, all states have st's named for them in the Nat'l Capital. But if Congress makes a state of the Hawaiian Islands another street will have to be given a new name. Owners of houses and businesses always strongly resist the change.

" "

Haile Selassie, Emperor of Ethiopia and "Lion of Judah" who hasn't been heard from in recent yrs, will make a state visit to the U S in mid-April.

..... *Quote*

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DEMOCRACY—11

The battle for democracy never ends and is never finally won.—
LIONEL GELBER, *The American Anarchy* (Schuman).

EDUCATION—12

In the social sphere, it takes only a few yrs to make a successful merchant of a poorly educated peasant, or turn a locksmith or a mechanic into an engineer. Talented men have risen to be ministers in a few yrs. But to restore the brains of a whole nation takes more than a yr and more than a decade. The creation of a new intelligentsia is a slow, painful process, and there can be no artificial means whereby its development can be hastened.—DAVID J DALLIN, "The New Russian Intelligentsia," *Yale Review*, Winter '54.

" "

Our public system of education at present is geared to mesh with the early yrs of life. We eat of the plate of education for 20 yrs and then, like the bear, we hibernate. The bear hibernates for the winter only and then comes out to eat again. Most of us, however, after the early feast of education are likely to hibernate educationally for the next 50 yrs.—HUGH W NORMAN, *Community Teamwork*.

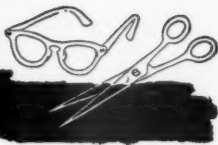
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While the average adult in the U S has approx 10 yrs of schooling, over 8 million have finished no more than 4 yrs and nearly 3 million admit they are illiterate. —
HOMER KEMPFER, *School Life*.

EXPERIENCE—13

Learn from the mistakes of others—you can't live long enough to make them all yourself. — MARTIN VANLEE.

Mining The Magazines



Now to the stalls comes *Faith Today*, a 35-c digest, designed to enhance the reader's faith in God, himself and his fellowman. Non-sectarian in character, initial issue carries inspirational articles by well-known Protestant, Catholic and Hebrew writers. Publisher is Peter V K Funk. (His grandfather founded Funk & Wagnalls; his father publishes *Your Life* and other inspirational jnls.) Exemplifying the faith that is in him, publisher Funk made a starting press run of 200,000 copies.

Readers of *Jan Fortune* came upon an innovation—a 5-page insert featuring the ads of 4 firms currently at work on atomic energy. A new 1st in advertising. Firms had Atomic Energy Commission approval.

With the true delicacy of British understatement *Punch* is currently advertising itself in American periodicals as "a touchstone of civilization around the world," and "a wayward mixture of the uproariously internat'l and the whimsically British." *Punch*, incidentally, lays claim to the coining of "bedside manner" (1844) and "You pays your money and you takes your choice" (1846).

Some of the drug trade ass'ns are counseling retail mbrs to "censor" mag's and refuse to display those carrying articles "opposed to

Writing in *Nursing World* on "The Ulcer Personality" Dr Edw Podolsky observes that patients may recover quite suddenly when they are made happy by some occurrence. "A trip to Europe, a hunting or fishing trip will often cure these cases as if by magic." And how are *you* feeling?



the best interests of retail trade." Washington State Pharmaceutical Ass'n recently cited *The Woman* (Dec) which carried an article, "How to Buy Wholesale." Bulletin points out that publisher "distributes thru retail channels which he is attempting to destroy."

Jnls devoted to the interests of writers have been commenting for some time on the declining mkt for fiction. For several yrs the gen'l and women's mag's have tended to devote increasing space to factual mat'l. Now, one of the latter group, *Today's Woman*, has adopted a strictly non-fiction policy: "Interest in fiction is declining among young wives; they are more and more concerned with self-interest features."

..... *Quote*

It's an **IDEA**

A man in his 40s, unless he has been unusually fortunate, faces a dwindling income from his job or profession, as age and infirmities slow him down and place him unfavorably in competition with younger and more vigorous men.

If the factory plant can realize a deduction for its age, so should the human plant, which is even more frail.

If equipment at the end of a decade is considered to be worth only a fraction of its original value, so should a man have the right to make his decreased earning potential a part of his *general* tax picture. — SYDNEY J HARRIS, Chicago News.

FAITH—Freedom—14

We must never forget that it is by our faiths as well as by our weapons that we can keep this experiment in freedom from perishing at the hand of its enemies.—DAVID E LILIENTHAL, "Secrecy or Candor," *Bulletin of the Atomic Scientists*, 12-'53.

FAMILY LIFE—15

In the American home lies the seat of American greatness; . . . in the encouragement of the American family to get its share of happiness and contentment lies our major sphere of activity.—*American Mag.*

..... *Quote*

GENIUS—16

The leaders which this world will have to depend on in the next generation, if it is permitted to last that long, will come from the gifted, not the so-called average children.—DORIS GATES, "Beyond the Four Hills," *ALA Bulletin*, 1-'54.

GIFTS—Giving—17

The only things you can take with you when you leave this world are the things you've given away.—Columbus (Ia) *Gazette*.

GOSSIP—18

One nice thing about silence is that it can't be repeated. — GARY COOPER, actor.

HABIT—19

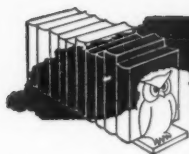
Tipping is an expensive nuisance, but apparently a habit firmly fixed. A Boston restaurant recently was without a coat-room girl for the luncheon period. Customers hung up their own coats and retrieved them unaided. Nevertheless, many left tips on the counter. Probably in appreciation of their own services.—*Executives' Digest*.

HISTORY—20

History is man's advance toward liberty thru the cultivation of faith.—KARL JASPERS, *The Origin and Goal of History* (Yale Univ Press).

IDEAS—21

Human emotions tend to follow the arc of a pendulum. With great enthusiasm we embrace an idea (or a constellation of ideas) and ride it as tho it were an ascending rocket, until the pull of gravity stalls it. Then we hop on another one and hitchhike to the opposite horizon.—T M STINNETT, editorial, *Jnl of Teacher Education*.



Book Briefs

To satisfy our own mild curiosity, and that of a few readers, we have been checking on the current sales status of Dr Kinsey's *Sexual Behavior in the Human Female*. Book vendors generally find little difficulty in curbing their enthusiasm for the sales potential. Trouble is, they were led by the terrific fanfare to expect much too much. Let's put it this way: If the volume had come unheralded to the stalls, a sale of some 200,000 copies at \$8 per, in less than 6 mo's, would be counted sensational. But the vendors were thinking in terms of a million copies, and they are approaching that goal with the speed of a glacier. Nevertheless "the female book" as it is known in the trade, is far from a flop. It finished '53 in 4th place amongst the non-fiction best-sellers. (The leader, Dr Peale's *The Power of Positive Thinking* sold about 450,000 copies, but at \$2.95.)

QUOTE is, to our enduring satisfaction, rather widely read in editorial offices. But we are, nevertheless, faintly annoyed by the assertion that we are "an editor's editor." Thus, with alacrity and enthusiasm, we commend the campaign launched by Doubleday against the "possessive double substantive" type of cliché, as exemplified by the phrase, "He is a novelist's novelist."

"So long . . . as there is one pretty girl left on the stage, the professional undertakers may hold up their burial of the theatre."—GEO JEAN NATHAN, *The Theatre in the Fifties* (Knopf).

—"

Perhaps some sort of record is involved (we haven't checked) but we can recall no parallel instance where the publisher of a phenomenal best-seller has waited nearly 2 decades to assign reprint rights. We speak, of course, of *Gone With the Wind*, which Doubleday subsidiaries will presently issue in 2 formats priced at \$1.98 and 75 cents. An obvious reason for the delay is that Macmillan, original publisher of GWetc, still sells 25,000 copies a yr. An entire generation has come of reading age since Margaret Mitchell's classic (4 million copies) 1st came into print in '36.

The plan of the Gideons to distribute Testaments to school children (on written consent of parents) has struck a snag. In a test case, the New Jersey Supreme Ct. by unanimous vote, held the practice unconstitutional. Gideons are expected to appeal to U S Supreme Ct.

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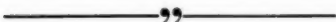


Colorado Cupid

No one is sure exactly when it was that an imaginative lover noticed Loveland on a Colorado map, and sent his valentine there for remailing with the town's postmark.

Whenever it was, he started something. Word spread. Now white envelopes inundate little Loveland (population almost 7000) every February from every state and many for'gn countries. At first Postmaster E M Ivers tried to do the job himself, but had to call for volunteers from civic groups and schools when as many as 50,000 *billet-doux* turned up for special handling.

Those wanting valentines to be blessed by Loveland enclose them (properly addressed and stamped) in an outer envelope sent to Loveland's Postmaster, marked "please remail." Generous citizens then donate time to apply an attractive hand-stamped red cachet (original each year), sort and send the hearts and frilly lace all over the world.—B L BUSCH.



KINDNESS—22

If you can live past babyhood there's never very much danger of being killed by kindness.—*De Pere (Wis) Jnl-Democrat*.



KNOWLEDGE—23

Fear of knowledge itself threatens the structure of society as surely as bombs threaten bricks and stones.—MICHAEL AMRINE, *Science Digest*.

LOYALTY—24

Loyalty is a major force making for unity in any life—even in the existence of a civilization. Lose loyalty and all is lost. It gives point and flavor, most of all meaning, to a life or a culture.—HARMON M GEHR, "The Heart of the Matter, Loyalty," *Universalist Leader*, 1-54.

MARRIAGE—25

Classified Ad in a newspaper: "Young man about to be married seeks acquaintance of older, experienced man to dissuade him from idea." — *Woodmen of the World Mag.*

MUSIC—26

Cartoon: Two music editors yawning over a new music manuscript: "I've never heard such corny lyrics, such simpering sentimentality, such repetitious uninspired melody. Man, we've got a hit on our hands!"—BRAD ANDERSON, *Wall St Jnl*.

ORIGIN: Undertaker—27

Long yrs ago each village had a handy-man who earned his living by *undertaking* odd jobs of any kind. Laying out and embalming corpses, an undesirable task to most people, usually fell to his lot. The "handy-man" has narrowed his field to embalming and burying, and prefers the more dignified title of mortician, but the original term, undertaker, still sticks around. — *Phoenix Flame*, hm, Phoenix Metal Cap Co.

Pathways to the Past



Week of
Feb 14-20

Feb 14 — Septuagesima Sunday (3rd Sunday before Lent; 9th before Easter). . . *St Valentine's Day*. . . Christopher Latham Sholes, inventor of the typewriter, b 135 yrs ago (1819). . . Use of voting machines approved in Fed'l elections, 1899, 55 yrs ago (Printed ballots were authorized just 100 yrs earlier—Feb 15, 1799). . . 35 yrs ago (1919) Pres Wilson presented Covenant of League of Nations to the Peace Conf following War I. . . Some of us getting along in yrs may recall the *St Valentine's Day Massacre*, in which 7 gangsters were machine-gunned to death in a Chicago garage. Happened 25 yrs ago today (1929). . . Jack Benny, radio comedian is 39-plus today (born 1894).

Feb 15—390th anniv b of Galilei Galileo (1564) Italian astronomer and mathematician; creator of experimental science. . . 190th anniv founding of St Louis, Mo (1764). Settlers came by flat boat from Ft de Chartres. Christened St Louis because of its location in the Louisiana province of France. . . . Cyrus Hall McCormick, inventor of the reaper, b 145 yrs ago (1809). . . Sir Ernest Henry Shackleton, British naval officer and Antarctic explorer, b 80 yrs ago (1874); d 1922. . . Act of Congress effective 75 yrs ago ((1879) gave women right to practice law before U S Supreme Ct.

Feb 16—150 yrs ago (1804) John Marshall published 1st vol of *Life of Washington*. . . 1st state agricultural college (Pa State College) opened 95 yrs ago (1859).

Feb 17—90 yrs ago tonight (1864) the *Hunley* became 1st submarine to sink a man-of-war. The sub (a Confederate vessel) destroyed the U S S *Housatonic*, a new vessel of 1400 tons displacement, by exploding a torpedo. (Sub forward hatch was open; crew drowned in the backwash.)

Feb 18—Golden Gate Exposition, San Francisco, opened 15 yrs ago (1939).

Feb 19—American Sunday School Union formed 130 yrs ago (1824). . . Knights of Pythias formed, Washington, D C, 90 yrs ago (1864).

Feb 20—In a momentous decision 145 yrs ago (Olmstead Case, 1809) Supreme Ct upheld authority of Fed'l courts over state laws. . . Jos Jefferson, distinguished American actor, b 125 yrs ago (1829). . . Dueling in Dist of Columbia forbidden by act of Congress 115 yrs ago (1839).

..... *Quote*

"Of all things!"

The 90th anniv of the 1st sinking of a man-of-war by a submarine (Feb 17, 1864) and the current launching of the *Nautilus*, our 1st atomic sub, combine to center interest on undersea craft.

We tend to think of the submarine as a comparatively modern invention, but the idea has tugged at man's imagination for centuries. On the very day the *Mayflower* sailed from Southampton, in 1620—and perhaps within a stone's throw of its harbor—a Dutchman by the name of Christopher van Drebel, in the service of King James I of England, was working on the 1st recorded submarine—a crude device operated by 12 oarsmen. What came of the venture we do not know. But the vessel was completed and actually operated in the Thames for several hrs at a depth of 12 to 15 feet.

Other models were made during the 17th and 18th centuries, but the 1st to be used in war was the *Turtle*, an American submarine designed by David Bushnell during the Revolutionary period. It attempted to sink the English warship *Eagle* anchored off N Y in 1776. The charge exploded without damage.

It remained, of course, for the Germans in War I to bring the submarine to formidable proportions as a destroyer of enemy shipping. Submarine depredations became the ostensible reason for American intervention in the war.

..... *Quote*

PHILOSOPHY—28

Philosophy is a battle against the bewitchment of our intelligence by means of language. —LUDWIG WITTGENSTEIN, *Canadian Forum*.

RECREATION—29

Most cities spend for police and correctional work more than 10 times what they do on recreation. —DOUGLAS MCKAY, Sec'y of Interior.

SALESMANSHIP—30

One day while visiting the Dearborn plant with Henry Ford, I casually mentioned that I planned to make my next car a Ford. When I returned home to Washington the local Ford man called on me and said that he had heard I was interested in buying a Ford. When I asked how he had heard this, he replied: "From Dearborn." —Service, hm, Cities Service Co.

SCIENCE—Religion—31

The improvement of man's state by the application of scientific knowledge is one of the loftiest of adventures; but a belief that it can be achieved by scientific methods alone, without a moral basis to society, is a perilous illusion.—A V HILL, *Science Digest*.

SELF—Interest—32

There are more than 2 billion persons on earth. And each of them has a nervous system, a brain, hopes, fears, ambitions, joys, and frustrations. Each is the center of the world—his own world. Until a man wakes up and begins to appreciate other worlds besides his own, he's only seen one two-billionth of the whole picture.—Brinewell, hm, Dow Chemical Co.

TAXES—33

Nowadays a penny saved is better than a penny earned, for it's a penny after taxes. — *Lexington Leader*.

TECHNOLOGY—34

Some time, probably sooner than we think, this irresistible new technology will manufacture either 6-hr days or job-hungry men.—*WARNER BLOOMBERG, Jr, Reporter*.

THOUGHT—35

The great achievements of history in human endeavor have come about thru independent thought, and if we are to contribute anything in our lives to the environment and the people about us, such contribution will come thru our own independent thinking. Inspiration, which after all is the final key to fit creative thought into purposeful application, comes thru self, not thru external factors or thru the idle advice of someone else.—*Rosicrucian Digest*.

UNITED NATIONS—36

If the UN does no more than slowly wind threads of appreciation, understanding, and mutual help around the globe, thru agencies of health, education, agriculture, and the like, it will perform an indispensable function. This is groundwork for a united world, and let no politician disguised as a statesman make anyone believe otherwise.—*HARMON M GEHR, "The Heart of the Matter, Loyalty," Universalist Leader, 1-54*.

WORK—37

He who keeps his mind on his work, goes ahead; he who keeps his work on his mind, goes crazy.—*Lion*.

In Brief

You can now buy a pig in a poke — by mail, already! Spiegel's new catalog lists 'em; 35 to 40 lbs at \$24.95 each. * B F Goodrich is experimenting with a super tire that's supposed to last 100,000 mi's. That's certainly stretching rubber! Also from Goodrich, another item of breathless interest: round rubber bands. Word is they're easier to pick up than the old flat kind.

British Interplanetary Society is getting pretty serious about these sojourns into space. They've even worked out a timetable: 4 days to the moon; 8 mo's to Mars; 5 mo's to Venus; 50 yrs to Pluto. * In N Y State, where Gov Dewey has been trying, unsuccessfully, to get a mandatory automobile insurance law, the Insurance Federation has set up a plan to give insured motorists financial protection against uninsured drivers. Insurance co's would set up non-profit corp'n to administer the plan. Cost to motorist: about 2% of present premium. Insured motorist would be reimbursed by his own carrier; corp'n would then try to collect from uninsured driver, if he was proved at fault.

Tavern television will soon make a comeback. At least that's what prognosticators say. With color sets at \$1,000, the guessing is that most of the early ones will go into public places. Mfrs like the idea; figure it's good promotion.

.....Quote.....

Good Stories.....

you can use

A Wall St statistician undertook a modified Kinsey investigation on his own. According to him, man's relationship with the opposite sex can be divided roughly into 7 stages:

1. Wha-a-a! I want my mama!
2. G'wan, beat it. We don't want any old girl playing with us!
3. Gee, Alice, you're beautiful!
4. If you don't marry me, I'll shoot myself!
5. All right, go home to your mother. See if I give a darn.
6. She's considerably younger than I am, Alice, I admit, but she understands me.
7. Kitchy-koo! Did you hear that, Alice? Listen, she said "Grandpa!" — *Wright Line*, hm, Wright Line, Inc. a

" "

While a farm girl was milking a cow, a bull tore across the meadow toward her. The girl did not stir but continued milking. Observers, who had run to safety, saw to their amazement that the bull stopped dead within a few yds of the girl, turned around and walked sadly away.

"Weren't you afraid?" they all asked.

"Certainly not," said the girl. "I happen to know this cow is his mother-in-law." — *McCall Spirit*, hm, McCall Corp'n. b

.....Quote.....

I LAUGHED AT THIS ONE

OLLIE M JAMES

Two Americans, hunting in an African jungle, suddenly found themselves face to face with a very rare (and very hungry-looking) sabre-toothed tiger.

"What'll we do?" quavered the 1st.

"I don't know about you," the 2nd croaked, "but I'm starting right now to spread the news of this wonderful find thruout Africa!"—*Cincinnati Enquirer*.

”

Two inmates of the asylum were talking together. "I've made up my mind," blurted one suddenly, with a fixed look of decision on his face. "Tomorrow I order my legions to invade England. History will never say that Julius Caesar faltered in pursuing the Britannic campaigns."

"England, eh?" mused the other thoughtfully, "well, Caesar, if I were you . . . and, incidentally, I am . . ."—*Montrealer*. c

" "

A well-known comedian protests that he is always being told one of his own stories. A clear case of the tale dogging the wag.—*Punch* (London). d

Wise

Cracks

A neatly dressed man was passing a cut-rate clothing store in N Y's east side when a long arm reached from the doorway and pulled him in.

"I don't need any clothes," he protested. "I have eight suits at home."

"Well," said the aggressive merchant, "bring them in. I'll make you a partner." — *United Mine Workers Jnl.* e

" "

The father played possum while his youngsters tried their best to rouse him from a Sunday afternoon nap to take them for a promised walk. Finally, his 5-yr old daughter pried open one of his eyelids, peered carefully, then reported: "He's still in there." — *Brinewell*, hm, *Dow Chemical Co.* f

" "

A blushing young woman handed the telegraph clerk a telegram containing only a name, address and the word, "Yes." Wishing to be helpful, the clerk said, "You know you can send 10 words for the same price."

"I know I can," repl'd the young woman, "but don't you think I'd look eager if I said it 10 times?" — *Capper's Wkly.* g

" "

During a class discussion of the respiratory system, a 6th-grader commented, "We breathe in good, clean air thru our bagpipes." — *Verdys E Taylor*, *NEA Jnl.* h

After hearing some of the Soviet Union's propaganda, it can be accurately stated that behind the Iron Curtain lies Russia. — *KAY INGRAM.*

" "

Popular opinion is the highest law when it agrees with our convictions. When it opposes them it becomes the ignorance of the masses. — *FRANCES RODMAN.*

" "

After all else has failed, not many people will stoop to deceit. Most will try it first. — *FRANKLIN P JONES.*

" "

An old timer is one who remembers when women married men for their money instead of divorcing them for it. — *Pipe Dreams*, hm, *Universal Concrete Pipe Co.*

" "

Election sign in Russia: "Vote for Malenkov. The life you save may be your own." — *In a Nutshell.*

" "

The modern idea of "roughing it" is driving with a standard shift. — *American Eagle*, hm, *American Forest Products Corp'n.*

" "

To make a long story short, don't tell it. — *Kroehler News*, hm, *Kroehler Mfg Co.*

" "

Some persons are like wheelbarrows. They stand still unless they are pushed. — *Banking.*

.....Quote.....

A young girl on a train sat opposite an old gentleman who stared long and hard at her legs with an air of puzzlement. At length the old gentleman leaned forward.

"Excuse an old man for being inquisitive," said he, with disarming politeness, "but are you or are you not wearing stockings?"

She assured him she was indeed wearing stockings — and a very sheer pair of nylons at that.

"Well, if that doesn't beat all," muttered the old gentleman, shaking his head. "They're the best substitute for nothing-at-all I've ever seen!"—*Manchester (England) Guardian.* i

" "

"Can you help me," petitioned the sleek customer, "select a gift for a wealthy old aunt who is awfully weak and can hardly walk."

The astute clerk considered, then suggested, "How about some floor wax?"—*Philnews*, hm, Phillips Petroleum Co. j

" "

After a terrible bombing during the last war a Cologner crept out of his cellar, looked around at the ruins, and remarked, "If they want to come again they'll have to bring their own houses for targets." — *Die Zeit*, Hamburg, Germany (QUOTE translation). k

" "

The young lady, having recently acquired an interest in botany, asked of a Southern gentleman, "What sort of plant is the Virginia creeper?"

"It is not a plant," he repl'd sadly. "It's a railroad."—*Arkansas Baptist.* l

..... *Quote*

A psychologist visiting a kindergarten class sought to test the kiddies on the keenness of their powers of observation. "How many ears has a cat?" she asked. "Two!" the youngsters shouted.

"And how many eyes?" "Two!"

"How many feet?" "Four!"

By this time little Betty was getting tired of what her more sophisticated mind regarded as useless questioning, so when the visitor next asked, "How many tails has a cat?" she piped up: "Dood Dod! Ain't you never seed a tat?" — *Nuggets*, hm, Barnes-Ross Co. m

" "

A young man appeared in a univ clinic and offered his skeleton for sale. "Sorry to have to disappoint you," repl'd the prof, "but we don't do that sort of thing here, and besides, it looks as tho we'd have to wait a long time since you are so young. Why did you want to do such a thing?"

"I wanted money to emigrate to America, sir."—*Weltbild*, Germany (QUOTE translation). n

" "

An irate chief engineer was inspecting a stretch of newly built road, accompanied by the foreman in charge of the gang.

He pointed out to the bewildered foreman that the shoulder beds were off, that the curves were banked wrong, that the foundation was not right, that the leveling was far from perfect.

Finally, after the avalanche of criticism, the old foreman spat on the ground, gave his superior a bland look and asked: "Well, how is it for length?"—*Wall St Jnl.* o

The lady of the house told the new maid to dice the beets for dinner. After 4 hrs work, the maid came in and said, "Madame, cuttin' them beets up is pretty easy, but puttin' all those black dots on 'em is quite a job!"—*Sunray News*, hm, Sunray Oil Co. **p**



Executive Session

Executives are increasingly using modern-style desks, usually with a large overhanging top. Chippendale desks have definitely slipped saleswise.—News item.

Old-fashioned desks with scanty space

Of late, it seems, have lost the race,

And Chippendale and fancy styles Are headed for the discard piles.

They lack the surface, lack the luster,

And for the purpose don't pass muster.

Executives, both smart and gracious,

Prefer a desk with top more spacious,

In fact they seem to get a bang From those with extra overhang.

A ledge for ledgers, lighters, pipes, For telegrams and teletypes,

A spot for sandwiches and glasses, For memos, tickets, tabs, and passes,

A place that phones and papers fit on

And snappy secretaries sit on.

The couple were spending the evening in the quiet of their own home. The lights were low, the fireplace a mass of glowing coals, and soft strains of *Auld Lang Syne* came from the radio. The wife was in a mellow mood and lost in romantic thought when the head of the house broke the spell: "Wonder why a windshield rubbed with a raw potato doesn't freeze?"—*American Eagle*, hm, American Forest Products Corp'n. **q**

" "

An Englishman, traveling in Eire, noticed that a ry station had 3 clocks, all showing different time. He pointed this out to a porter and suggested something be done about it.

"Well, now, sorr," said the porter, "if they were all keepin' the same time we wouldn't be wantin' more than one."—*Link*. **r**

" "

A waiter in a swank restaurant was horrified to see a patron washing his spoon in the fingerbowl. Calling the mgr, they hurried to the man's table. "Why on earth," demanded the mgr, "are you washing your spoon in the fingerbowl?"

"For the perfectly good reason," retorted the diner, "that I don't want to get ice cream all over my pocket." — *Philnews*, hm, Phillips Petroleum Corp'n. **s**

" "

Perhaps the yearners for the good old days have something; at least, a century ago, the only strikes in the country were gold and silver.—*Wall St Jnl*. **t**

..... *Quote*

Quote-ettes

Congressional spokesman of 165 yrs ago (1789) arguing that Congressional pay should be set at \$6 a day (for actual days of service): "Compensation should not be so low as to throw the business of legislation into the hands of rich and aspiring nabobs, but such as to compensate a man in the middle grade of life." (Opponents argued a man could live well on \$2 a day. Now, of course, there's a proposal to raise Congressional compensation to \$27,500 a yr!)

1-Q-t

SECOND CLASS MATTER

Mr. Maxwell Droke,
2400 W. 42nd St.,
Indianapolis, Ind.

News of the **NEW**

Internat'l Business Machines Corp'n scientists have fitted one of their huge "701" computers with a 250-word English-Russian vocabulary. In demonstration, a typist tapped out a Russian sentence which the machine translated in 9 sec's. It's clearly a tour de force for a \$500,000 machine to waste its energy translating selected sentences. But experts have started to design machines equipped for translating at superhuman speed.

To scientists, the "701" seemed slow because the computer had to take time to sort thru a stack of punched cards before coding the sentences. Dr Leon Dostart, heading linguistic end of project, predicts that in 3 to 5 yrs, automatic text-reading machines will feed Russian sentences directly into bilingual computers. "At present," he says, "we are in the Kitty Hawk stage."—(*Newsweek*, 152 W 42nd St, N Y C 36).

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